

Company to Provide Interview Setting For Broadcasters

Kodak's display at this year's National Association of Broadcasters convention should be a major point of interest for convention-goers. The convention will be held in Washington, D.C., from Mar. 23 to 26.

One area of the Company's unique display will be a stage setup to be used by 33 specially invited television stations which will film interviews for use on their home stations. The station provides the interviewer and the interviewee, and Kodak provides the setting, film and processing.

Some of the people interviewed will be internationally known figures and representatives from government agencies. The setting is open on two sides, so visitors to the convention can watch the filming.

Another area of the display houses a theater where some of the best documentaries sent in by the television stations will be shown continuously. The 16mm films will be run through a film chain, as a demonstration of the adaptation of film for use on television. A Kodak Smile Girl will greet and assist people attending these film showings.

Kodak engineering and technical representatives and advertising people will be on hand to answer questions.

A separate room will be used for special showings of the documentaries sent in and for screening those made on the Kodak stage setting at the convention.

This convention is very important to the television industry, says Tom Hargrave, customer service specialist, MPEM Sales Service, who is coordinating the display. The Kodak exhibit is designed to remind television people of the many advantages and applications of film, and to show how to better use this medium, he notes. Plans for the display were coordinated by Hunter Low, Special Marketing Promotions.

In addition, MPEM will launch a new publication, *Telek*, which will appear for the first time at the convention, since it is specially beamed to this industry. *Telek* is a joint project coordinated by Dick Poey and Joe Trusz, both in Advertising Planning, MPEM. The quarterly publication is aimed at commercial and educational as well as community antenna TV stations.

The magazine will feature articles on uses of Kodak film, equipment and chemicals by television stations. It will also offer news, ideas and information from Kodak which may be helpful to the stations.



Admiring the model of Kodak's exhibit at Photo Expo 69 are, from left, Gerald B. Zornow, vice-president, marketing; A. E. (Red) Chesterman, coordinator, Exhibits & Trade Shows, Consumer Markets; Paul M. Falk, manager, Exhibits & Fairs; Joseph R. Allendorf, assistant

vice-president and director of Special Marketing Promotions, and Don Elmslie, manager, Displays & Exhibits. In the foreground is the Expo's theme center.

EYE-CATCHING
INTERESTING
SPECTACULAR

Kodak Readies Exhibit for Photo Expo 69

Kodak will be well represented with an exhibit of approximately 15,000 square feet at Photo Expo 69 in the New York Coliseum June 7 through 15.

"Eye-catching" and "interesting" are the key words as plans are being formulated for Kodak's exhibit which will cover many of the Company's product lines. EK planners are too modest to admit to the "spectacular." All marketing divisions will be represented.

Sponsored by the National Association of Photographic Manufacturers, it is being heralded as "the largest photo-

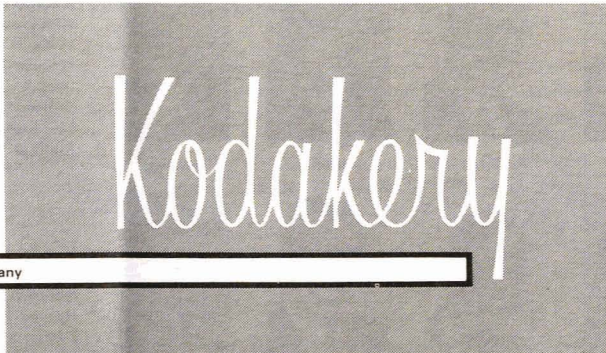
graphic exposition ever held on the North American continent." It will be second only to Photokina in Cologne, Germany, in size.

The show will occupy all four floors of the Coliseum, with 117,000 square feet available for exhibits.

Virtually every important photographic organization in the U.S. will be represented along with the Federal Republic of Germany, the British Photographic Export Group, and German, Japanese, Swiss, Australian, French and Dutch companies.

The theme of the show is "The Universe of Photography." In keeping with this concept, the equipment and supplies for the amateur photographer will be the most inclusive and diverse ever assembled in this country, according to the sponsoring NAPM. In addition, the show will be the first where there will be many exhibits to explain the industrial, commercial, scientific, educational, governmental, military and professional uses of photography. Kodak's exhibit is expected to reflect this diversity.

The exhibits will serve as a showplace for the retail and industrial buyer as well as an educational medium to explain to the general public how important photography is in daily life.



Eastman Membrane Seen Aid in Food, Water Processing

The syrup you put on your pancakes, the orange juice to which you add water, even the water itself—these items on your breakfast menu may someday be processed with a product developed by a group of KP Polymer Technology men.

The product is Eastman membrane, which has recently been put into volume production and made available nationwide for use in reverse osmosis applications.

Most important are the product's possible uses in reclamation of waste waters and desalination of water at a time when solution of the pollution problem and search for new water sources is paramount to the U.S. and throughout the world.

In reverse osmosis, pressure is put on a concentrated solution to force through the membrane a more dilute solution, leaving various com-

pounds behind since they are too large to pass through the membrane.

Due to Kodak's development, the membrane needed is readily available for the first time. This should speed up development of equipment and techniques for a variety of scientific and industrial purposes.

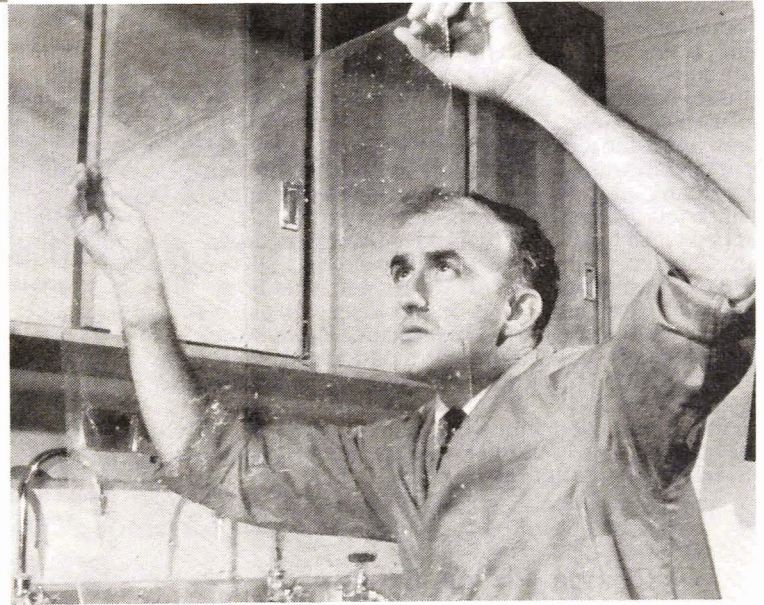
Work on this new product was initiated four years ago when Dr. Eugene Rowley, supervisor, Polymer Applications Section, was put in charge of the project. Working with him were Nelson Baumer, lab technician, and Walter Slowig, development chemist. This group experimented with and developed the product, under a license from UCLA, which holds a patent on the process.

Production was begun on a small scale, and has since expanded. Eventually, when production demands increase so this setup can no longer handle

them, responsibility for production will be turned over to KP Roll Coating, and this aspect is being coordinated by Don Russell, assistant superintendent, Roll Coating. The marketing function is carried out by Eastman Chemical Products, Inc.

Eastman membrane is made from cellulose acetate and is especially prepared to produce a thin, dense surface layer backed by a thicker, porous layer. In the desalination of water, the dense layer must be in contact with the saline feed water, since it provides the barrier to the passage of dissolved salts.

In addition to water desalination, it is expected the new membrane will be used in fields including food processing, and in waste water treatment in the pulp and paper, chemicals, pharmaceuticals and plastics fields, according to David C.



Dr. Eugene Rowley checks the finished product—Eastman membrane.

Williams, vice-president, Plastics Div., Eastman Chemical Products, Inc.

Other uses for reverse osmosis are expected to include home water units, boiler feed

water treatments, pretreatment of cooling or process water, hotel and industrial water supply units, radioactive

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Beaty Bell Brown Centola Czyzewski Decker Dickinson



Doupe Frederick Goldey Green Greene Hackshaw Heinsler



Housel Lauria Lockwood Loney Malcolm Mammana Martin



McIntyre Muller



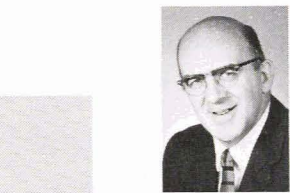
O'Neill Smith



Topel Boyle Chochul Kimble



March 25-Year Anniversaries



Mura



O'Boyle



Springer



Stanzel



Tong



Kolanski



Lehner



Lewis



Lipomi



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Rodgers



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Spacher



Taricone



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F. Williams



Mount



Pillitteri



Reber



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Gibson



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Neilson Joslin Lockridge Lowden

40 YEAR FOLK



Simmons Klauck Sedler

John J. Neilson, KP Machine Dept.
*Adam Brandt, KAD Lens Assembly
Mildred Joslin, KAD Fuze Assembly
David C. Lockridge, KAD Order Services
Homer L. Lowden, KAD Research & Engineering
George O. Simmons, KAD Receiving Quality Control
Lucille A. Klauck, KO Photo Labs
Arthur W. Sedler, Grand Central Exhibit, New York

*NOT PICTURED

KODAK PARK

James W. Beaty, Field Div.
Robert F. Bell, Paper Mills
Lorraine H. Brown, Powder & Solution
Joseph L. Centola, Field Div.
Victor S. Czyzewski, Motion Picture & Sheet Film
Alfred M. Decker, Sundries Manufacturing
Paul A. Dickinson, Machine Dept.
Elizabeth V. Doupe, Research Laboratories
Robert W. Frederick, Shops Div.
John S. Goldey, Industrial Engineering
Thelma W. Green, Motion Picture & Sheet Film
William E. Greene, Field Div.
Leonard Hackshaw, Roll Coating
Ruth S. Heinsler, Accounting Dept.
Elwood S. Housel, Machine Dept.
Angelo S. Lauria, Plate Manufacturing
Allen E. Lockwood, Engineering
William J. Loney, Baryta Div.
Margaret K. Malcolm, Photo Technology
Stephen G. Mammana, Paper Service
Gerard J. Martin, Stores Div.
Donald J. McIntyre, Plate Manufacturing
Eugene H. Muller, Film Testing
George R. Mura, Field Div.
Alexander A. O'Boyle, Research Laboratories
William O. O'Neill, Roll Film
Francis G. Smith, Field Div.
Jack E. Springer, Paper Service
Walter L. Stanzel, Industrial Safety
Lee Karl Jan Tong, Research Laboratories
Richard W. Topel, Plate Manufacturing

KODAK APPARATUS DIVISION

Lloyd F. Boyle, Still Picture Products Quality Control
Andrew F. Chochul, Research & Engineering
Harvey E. Kimble, Commercial Fabrication, Assem., & Eng. Serv.
Evelyn M. Kolanski, Commercial Products Quality Control
William E. Lehner, Research & Engineering
William H. Lewis, Research & Engineering
Mariano R. Lipomi, Special Machining & Assembly
Anthony J. G. Prasil, Research & Engineering
John A. Rodgers, Advanced Planning & Technical Services
Morris Schnidman, Building Services
John A. Spacher, Tool Room
Anna K. Taricone, Movie Camera Assembly
Herbert E. Wabnitz, Stock Control
Edward M. Weigel, Research & Engineering
Waldron O. Wigtil, Maintenance & Construction
Francis A. Williams, Still Picture Engineering

KODAK OFFICE

Francis J. Mount, International Markets
Arcon Pillitteri, Audio-Visual Production
A. Lloyd Reber, Informational Films
B. Ward White, Photofinishing Trade Relations

BUILDING 205

Harry D. Potter, Distribution Center Central Adjustment
John P. Williams, Distribution Center Product Handling

OUT OF ROCHESTER

Maree Boyte, Hollywood Lab
John F. Cranston, Chicago Lab
Philip P. Gibson, BSM Cincinnati
Albert Goodhue Jr., Eastman Gelatine
Iva L. Kennard, Chicago Lab

Award-Winning Film Available to Groups

Kodak's award-winning motion picture "Worth How Many Words" is available now for free showing to churches, schools, camera clubs and other interested organizations.

The eight-minute sound motion picture illustrates how vital photography is in imparting knowledge—how the camera can probe and reveal in a way other communications forms cannot. Color footage portrays such hard-to-visualize scenes as the cell structure of a leaf as seen through a microscope, the formation and growth of a crystal, and, in slow motion, a dandelion puff exploding in the wind.

The film was premiered last June in Hanover, Germany, at the biennial European Educational Materials Fair.

Produced for Kodak by Goldsholl & Associates of Chicago, the film recently won a "Silver Hugo" first place award at the Chicago Film Festival. Previously it received a second place award in the Industrial Sales and Promotion Category of the National Visual Presentation Association's 15th annual "Day of Visuals" in New York City.

The 16mm color film with optical sound may be borrowed without charge from Audio-Visual Service Distribution at KO.

Ogawa Pix on Exhibit

"New York Is," an exhibit by Takayuki Ogawa, is open in the Little Gallery of Eastman House where it will remain through Mar. 21. The photographs were made in 1967-68 by Ogawa during a visit to the United States. He spent nearly a year photographing New York City.

KALEIDOSCOPE

PALO ALTO . . . New in the Payroll Dept. at Palo Alto Lab is **Carol Stothers** who transferred to the lab from San Francisco . . . **Lenora "Bunny" Bales** turned the tables on the Palo Alto CP&Pers recently. On her 25th anniversary with Kodak, she brought them a cake! In Kodak red on yellow frosting was the message, "Thanks for a good 25 years," signed, "Bunny."

SAN FRANCISCO . . . Jim Christy, manager, Treck Photographic Inc., San Francisco, and Jerry Baird and Alan Barton also of TRECK, called on PNR marketing director **Tom Major** during a recent visit to the region. Since Jim and Jerry were anxious to see PNR facilities, they were given the grand tour.

CHICAGO . . . **Stanley E. Knapp**, Accounting, Chicago Lab, recently received his Master of Science degree in Accounting. Kodak's Tuition Aid program helped him continue his education beyond the Bachelor of Science degree he had when he joined the Company in 1967.

MILITARY MEN . . . **Larry R. Richardson**, Equipment Service Dept., Indianapolis Marketing Center, has left for Navy duty. So has **Paul Graham**, BSM, Boston. . . . **Charles Willis** of the Midwestern Region has left for military service. He entered the Army.



Whittier Hosts Seminar For Kodachrome Processing

Whittier Marketing Service Center recently hosted a Kodachrome processing seminar under the direction of Jack Cogan, PCIM. A training program was provided for photofinishing TSRs from Pacific Southern, Pacific Northern and Southwestern Regions. This was followed by technical discussions for photofinishing processors of Kodachrome films.

Among the participants: from left, standing, Claus Seiler, PNR; Oscar Schock, PSR; Edwin Oliver, PSR; Henry O. Alderman, PSR; James Moore, PNR; Harvey Alexander, PNR; Jack Cogan; D. S. Thomas Jr., KP Photo Technology Div. From left, seated, Peter Trapolino, PSR; B. E. Seiler, SWR; Don Webb, PNR; J. A. Prudhomme, SWR; James E. Schell, PNR; Conrad Wright, PNR; Wayne Swift, PNR; Frank Kovats, PSR; William Schuyler, KP Photofinishing Technology Div.



Daniels Visits Atlanta Ctr.

Vic Daniels, PCIM sales manager, Pacific Northern Region, recently toured the new Southeastern Region Marketing and Education Center in Atlanta, since PNR soon will be opening its own Marketing and Education Center. Vic, right, obtained some background information on the operation and organization of the Atlanta installation from Karl King, left, Southeastern Regional sales manager, PCIM, and Letha Hale, Karl's secretary.

TOWNSEND ELECTED

William E. Townsend, district sales manager, Washington Marketing Ctr., has been elected president of the newly formed Capital Chapter of the National Microfilm Association.

Ames Gives Seminar

Dr. Stanley R. Ames presented a research seminar at Iowa State University on the subject of "New Advances in Fat-Soluble Vitamin A-D-E Injectables." Dr. Ames is a senior research associate, Biochemical Research Laboratories, Health and Nutrition Research Div., Tennessee Eastman Research Laboratories in Rochester.

FRED L. HACKING, San Francisco Branch, retired—Died Feb. 20. Started in Sales in 1928. Retired as a technical sales representative in 1949.

JOHN F. COWAN, NYCR, retired—Died Feb. 24. Started with Recordak in Washington, D.C., in 1930. Transferred to NYCR in 1949. Retired in 1967.



Peter Baltzer, right, ER sales representative in Maine and New Hampshire, once told Ray Gruter, center, that to increase camera and film sales in his territory he would have to train lobsters to take pictures. When Ray became manager, Field Sales, CM, he was honored with some unique gifts from ER associates. Peter's gift—putting a Kodak Instamatic camera into the claws of a giant lobster. Don Weller, who succeeded Ray as ER regional sales manager, examines the results of crustacean with a camera.

The Case of the Underwater Customer

EK Program Shown to Military

Take 20 projectors, 700 slides, 3,000 feet of motion picture film, eight screens, 150 amps of power, narration by Keenan Wynn, original music recorded by the U.S. Marine Corps Band—combine them with two electronic programmers and put it all together in 2½ months.

The resulting half-hour program, "Problem Solving with Pictures," was the highlight of the First Annual Armed Forces Audio-Visual Communications Conference, according to Col. William F. Gallogly, USAF, director of the Defense Department's Office of Audio-Visual Activities.

The program, prepared by Kodak's Special Marketing Promotions, was specifically tailored to the armed forces in its slide and motion picture subjects.

Nearly 2,000 military communicators in the Washington, D.C., audience saw how the varied types of photography combined with sound can help them get their messages across more precisely, more quickly and with greater impact, whether they are working in public information, intelligence, briefing, training or research and development.

Lamp Brighter in 2 Carousel Projectors

A new Kodak projection lamp maintains its original brightness throughout a lamp life twice as long as conventional projection light sources. It now is being incorporated in two top-of-the-line Kodak Carousel projector models.

The new tungsten-halogen lamp, sometimes referred to as quartz, and an optical system featuring Ektanar f/2.8 lenses will provide brilliant and uniformly illuminated projection across the entire screen with the Kodak Carousel 800 projector or Kodak Carousel 850 projector. The lamp's sustained brightness also will prevent fading of the projected image which occurs with aging of conventional lamps.

The 500-watt, 120-volt CBA tungsten-halogen lamp also can be used as a replacement lamp in all Kodak Carousel and Ektagraphic projectors which currently use DEK lamps.

Addition of a West Coast distributor for Uvex plastic sheet has been announced by Eastman Chemical Products, Inc. Argo Plastic Company of San Diego, Calif., will service that area in supplying Uvex sheet in rolls and flat sheets for use by sign makers and other industrial firms. Argo has warehouses in Los Angeles and in Oakland and has been a Uvex sheet distributor for many years.

Coast Distributor Added

Kodakery

TM Registered U.S. Pat. Office

Bob Lawrence editor

Address correspondence to:

Julia Hahn

MARCH 20, 1969

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Printed at Kodak Park



Ed Tirk, PCIM, is demonstrating the use of Kodak Bimat film for Gen. Robert W. Waltz, seated center. On the general's left is Fred Welsh, Kodak vice-president and director of corporate relations; Bob Bowie is on his right. At far right in picture is Col. Stanley Buinicky. Standing, from left: Hank Schaad, Jim Hawkins, Col. Robert Royem, Bill White, Bob Schulz and Don Koch. Except for Tirk, all the EK marketing people are with Government Markets Services.

Military Men Briefed On Special Products

bers of his staff, Col. Robert Royem, Deputy for Tests and Evaluation, and Col. Stanley Buinicky, Deputy for Concepts.

After a tour of Kodak Park, the trio met with marketing people at KO for an in-depth discussion of Kodak products and potential in the aerial line.

Robert Schulz, director of Government Markets Services, whose department deals closely with the military, accompanied the general and his aides on the KP tour.

Kodak had some military visitors recently for briefing on the Company's manufacturing in general, especially in the realm of products used in the reconnaissance field.

They were: Brig. Gen. Robert W. Waltz, commander, Tactical Air Reconnaissance Center, Shaw Air Force Base, S.C., and two mem-

Queen Honors Edgar Rouse

Edgar Rouse in this portrait wears the gold medal presented by the Faculty of Radiologists (Great Britain).



The New Year's Honors List of Queen Elizabeth included the name of Edgar Rouse, honorary chairman of Kodak Australasia.

He has been made a Commander of the British Empire for his services to medical research and radiology.

For more than 50 years Rouse has been associated with the development of the photographic manufacturing industry in Australia. From 1939, when he succeeded his father, until his retirement in 1959, he was chairman and managing director of Kodak Australasia.

He piloted the company through the period of World War II, and because of his foresight in arranging for an increased inventory of imported raw materials, such as film base and chemicals, the Australian factory was able to maintain the supply of x-ray film to Australian and New Zealand hospitals and doctors during the war years.

Rouse was largely responsible for Kodak Australasia's relocating at Coburg, where its modern factory is designed to produce a full range of sensitized photographic materials.

Long active in promoting medical research and education, particularly in the field of radiology, he has secured millions of dollars for these causes in his capacity as chairman of trustees of the Thomas Baker, Alice Baker and Eleanor Shaw Benefactions and also as chairman of trustees of the Baker Medical Research Institute. (Rouse's father, John J., and Baker were partners in the firm which in 1908 amalgamated with Kodak in Australia.)

Edgar Rouse was responsible, in conjunction with Sir George Paton and members of the Medical Faculty of the University of Melbourne, for the establishment of a Chair of Radiology at the university. He also established the Baker Fellowship to enable members of the College of Radiology to study abroad.

An honorary fellow of the College of Radiologists of Australasia and of the Australasian Institute of Radiography, in 1961 he was awarded the Gold Medal of the Faculty of Radiologists (Great Britain). He is the only person outside the United Kingdom to have received this award.

TEC Man Named Aide in Patent

William T. French, manager, Patent Section, Tennessee Eastman Company, has been appointed assistant to the director of the Kodak Patent Dept. at KO, effective Mar. 17. The new director of the Patent Dept. in Rochester is J. Allen Jones, whose appointment is effective Mar. 31.

Cecil D. Quillen Jr. has been appointed manager of the TEC Patent Section to succeed French.

The unit value as of Feb. 28, 1969, of each of the funds in the Eastman Kodak Employees' Savings and Investment Plan is shown.

The computations are made from information supplied by the Morgan Guaranty Trust Co., the Trustees.

Fund A	Fund B	Fund C
\$2.9388	\$1.6748	\$1.2385

Closing price of Kodak common stock was \$71½

CONTINUED FROM PAGE 1

waste concentration and purification of military water supply units.

One example of the use of reverse osmosis is the manufacture of maple syrup. The customary method of doing this is evaporation by boiling at atmospheric pressure until the sap is concentrated 25- to 30-fold. This evaporation is one of the most expensive of the different steps involved in

Membrane Seen Aid in Water Processing

maple syrup production, and is now done by boiling off the water in open-pan thermal evaporators.

Reverse osmosis can be used to effect removal of 75 percent of the water that must be removed to concentrate maple sap to standard density syrup. The energy cost of this concentration by reverse osmosis is

only a fraction of that for water removal by heat.

In the area of waste water purification, two very large and yet untapped sources of fresh waters are waste waters from cities and industries. These waste waters, presently being discarded into our streams, rivers and lakes, are contributing to the pollution

problem. Cellulose acetate membranes, used in the reverse osmosis process, have been shown to be effective in purifying secondary effluents (processed sewage) and certain industrial waste waters.

Although five types of membranes are being produced at the present time, development work continues at KP Polymer Technology Div. under the guidance of Dr. Gordon Hiatt, director of the division.

